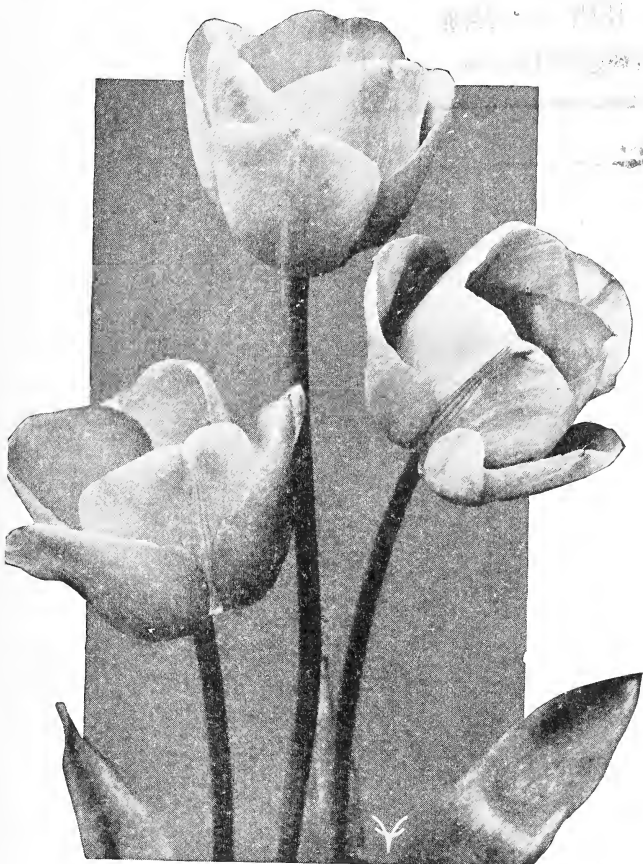


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Olds' Fall Catalog 1927



OLDS' DARWIN TULIPS

L. L. Olds Seed Company
Madison, Wisconsin

Bulbs ~ Plants ~ Seeds
Clover and Alfalfa
Seed Wheat ~ Seed Rye

GENERAL MANAGER'S GREETING

Madison, Wis., Aug. 1, 1927

Dear Friends and Customers:

This is our "FALL CATALOG," devoted mostly to Bulbs and Plants, Mr. A. M. Eldridge, our Garden Seed Department Manager, in charge.

LOWER BULB PRICES. Most of the bulbs, especially the tulips, are lower in price this year. Order them liberally. Everyone can afford them now.

All the bulbs we offer are of exceptional quality, a better grade than those usually handled. In fact they are what are generally known in the trade as "green-house stock."

Our perennial plants and house plants are equally choice and I know will give satisfaction.

I need say nothing about our field seeds and seed grains for fall sowing as our reputation for those is well established. Our 40 years of experience and service enable us to know what our customers want and how to best serve them. We solicit your orders and will agree to take care of them all promptly and efficiently. We thank you for your patronage.

Yours very truly,

L. L. OLDS, President and General Manager,

L. L. OLDS SEED COMPANY.

INSTRUCTIONS FOR ORDERING

PLEASE USE ORDER SHEET found in the catalog in making out your order and retain a copy of the order. If you have occasion later on to write us about it give post office address under which it was mailed. Orders are filed by post offices, so if you give a different post office address in writing it is difficult for us to find the order.

WE ACKNOWLEDGE ORDERS when received unless some part is to be sent at once or within a day or so. If any part is mailed right out that answers as an acknowledgment or if goods can be sent at once or soon by freight or express we send acknowledgment and notice of shipment at the same time, enclosing Bill of Lading.

BULB AND PLANT PRICES INCLUDE POSTAGE unless otherwise stated. Field Seeds and Grains will ordinarily be sent by freight or express, the customer paying the transportation charges.

OUR THREEFOLD GUARANTEE

1. QUALITY. We guarantee the quality of the bulbs, plants and seeds we send out to the extent that should they not prove as represented we will refill the order or return the money; but we give no further warranty, express or implied, as to description, quality, productiveness or any other matter of any bulbs, plants or seeds we send out and will not be responsible for the crop. Goods may be returned if not satisfactory.

2. SAFE ARRIVAL. We guarantee everything we send out to arrive in good order. If any goods arrive in bad order, however, bags torn or anything else wrong, have this noted on the freight expense bill which must be sent us so that we can make proper claim. The bill of lading must be returned also. Therefore do not lose the bill of lading.

3. RECEIPT OF MONEY. We will be responsible for all money sent us through the mails, if remittance is made by P. O. or Express Order, Draft or Registered Letter. We will accept personal checks at face value. They look good to us. Small amounts, less than \$1.00, may usually be sent safely in postage stamps or coin.

OLDS' TULIPS

No flower is more welcome than the tulip. Bright, gay and cheerful after the somber tones of winter, it seems the embodiment of spring.

Plant tulips freely. They are easy to grow and their brilliant and varied beauty will repay their cost many times over. Tulips usually show to best advantage when planted in masses. The early sorts are most satisfactory for forcing in the indoor window garden as well as for bedding in the open ground.

OLDS' POPULAR DARWINS

Darwin Tulips are distinctive on account of their large, single globular flowers and strong, upright spikes. They grow to a height of 24 to 30 inches.

The most popular colors of the Darwin Tulips are heliotrope, scarlet, pink, bright rose and velvety black.

Another feature which makes the Darwin Tulips popular is that the flowers remain in perfect condition for many days, are much desired for cut flowers and for outdoor blooming as well. They are also very desirable on account of coming into bloom after the beauty of the first early and cottage tulips is past.

Half dozens and fifties at dozen and hundred rates.



Pride of Haarlem, one of the best Darwins.

	Postpaid	12	100
Pride of Haarlem. Bright rose, suffused with purple; immense blooms; unsurpassed for groups on account of its fine color and stately habit.....	\$0.45		\$2.85
Rev. H. Eubank. Silvery-heliotrope, shading to lavender-gray. Distinct, flat, open flower. A very popular tulip. Especially pleasing with Maiden's Blush55		3.45
Farncomb Sanders. A fine, large flower of fiery scarlet, vivid cerise inside. Long stems.....	.45		2.85
Clara Butt. Exquisite salmon-pink, with white base. Long-lasting45		2.85
La Tulipe Noire. Velvety black with just a shade of maroon, adding depth and richness to the effect. Enormous flowers on long stems.....	.75		5.40
Olds' Special Mixture of Darwin Tulips30		3.00

OLDS' COTTAGE TULIPS

Mrs. Moon. The finest late, yellow tulip thus far introduced; blossoms long and pointed, petals reflexed, fragrant, and borne on thirty-inch stems.75	5.45
Maiden's Blush. A Cottage variety. Long lily-shaped flowers of ivory-white, tipped and edged with rose which gradually deepens. One of the very finest55	3.40

OLDS' EARLY SINGLE TULIPS

Olds' Early Tulips grow about eight to twelve inches tall, are entirely hardy and bloom two weeks earlier than Darwin or Cottage tulips, usually in April. These dauntless leaders in the season's procession of bloom, gaily put forth their valiant colors while most plants still are dormant.

Though not as tall as the later varieties, early tulips rival them in brilliance of color, and frequently in size of bloom.

Half dozens and fifties at dozen and hundred rates.

	Postpaid	12	100
Artus. A splendid, deep glowing scarlet, much used for bedding and for forcing. Our most popular early variety		\$0.50	\$3.50
Grand Duke. (Keizerkroon). Bright red with a distinct broad yellow border. Very large and showy75		5.45
Queen of the Netherlands. White, deeply flushed with soft rose-pink70		5.00
President Lincoln. A fine clear light violet.....	.70		5.00
Prince of Austria. Rich orange, shading to scarlet. Scented65		4.85
Yellow Prince. An early, sweet-scented, large flowering variety of exceptional beauty. Fine for forcing65		4.80
Olds' Special Single Mixed. There are so many varieties of tulips that we make no attempt to list more than a very few of the best. In our mixture, however, you are offered thousands of beautiful tulips in a wide range of color, shade and shape, many fragrant, some rare, a riot of gorgeous reds, pinks, yellows, white and mixtures, a really wonderful assortment of tulips, all growing to about the same height and all blossoming at once. We offer any desired quantity of this selection at40		2.85



Olds' Special Single Mixed Tulips

OLDS' EARLY DOUBLE TULIPS

Half dozens and fifties at dozen and hundred rates.

	Postpaid	12	100
Rubra Maxima. Crimson-scarlet, early, large flowered, excellent bedder	\$0.75		\$5.25
Crown of Gold (Couronne d'Or). Golden yellow, flushed with orange; a magnificent flower of great beauty and size; strong stems hold the flower upright; a fine forcer and bedder.....	.85		5.75
Murillo. Delicate flush pink; a very fine flower and one of the most beautiful of the double tulips. A good forcer.....	.65		4.75
Olds' Special Double Mixed. All colors55		4.00

OLDS' HYACINTHS

The Hyacinth is the most formal of the Dutch Bulbs and the most highly perfumed. Carefully grown in the indoor window garden, hyacinths reach a perfection of color and bloom that marks them as one of the finest products of the gardener's art. Only large bulbs such as we offer in our named varieties and "Finest Mixed" should be used for forcing, but for outdoor growing in beds or borders the medium sized bulbs in our "Special Bedding Mixed" are more satisfactory.



Hyacinth L'Innocence

L'Innocence. Pure white, extra large bells. A wonderful variety for forcing.

King of the Belgians. Brilliant scarlet. Compact spike of medium size.

Schotel. Blue. Large bells.

Queen of Pinks. Clear satiny pink. Extra early.

City of Haarlem. The best golden-yellow hyacinth. Well filled.

King of the Blues. A rich dark blue of splendid form. Rather late.

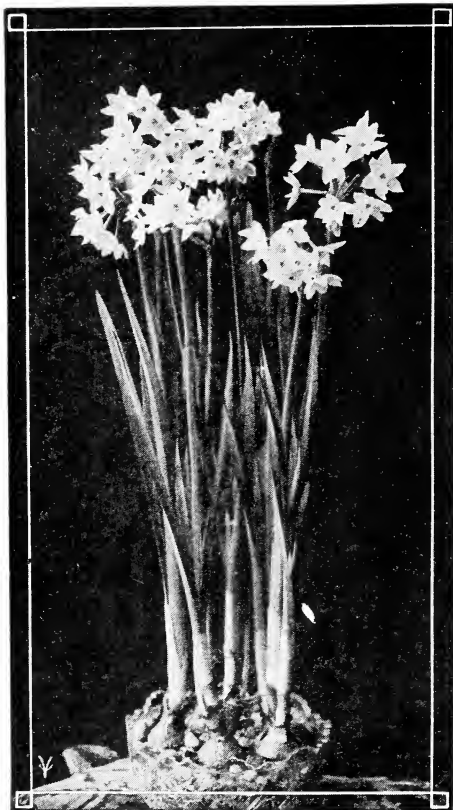
Prices of the above varieties, postpaid: Each, 25c; 4 for 90c; 12 for \$2.40; 100 for \$18.00.

Finest Mixed. Large bulbs, mixed varieties, for forcing or bedding: 4 for 70c; 12 for \$1.80.

Special Bedding Mixed. In separate colors as follows: Blue, all shades; Red and Rose; White; Yellow; or a mixture of these shades. Postpaid, 12 for \$1.60; 100 for \$11.00.

SPECIAL HYACINTH COLLECTION. We will send one each of the above six named varieties packed with six waterproof flower pots, for \$1.40 postpaid. This collection will be fine for Christmas as they will bloom about that time.

BULBS FOR FORCING



Paper White Narcissus

PAPER WHITE NARCIS-
SUS. Great clusters of pearly-
 white, sweet-scented flowers
 on long, slender stems. Sure
 to bloom, grown in either
 earth or water. Make plant-
 ings every two weeks up to
 February first. 3 for 25c; 12
 for 75c.

WATER HYACINTH. Forms
 a lovely rosette of its curious
 shining green leaves, and
 throws up spikes of the most
 exquisite flowers imaginable,
 resembling in form a spike of
 Hyacinth bloom. In color a
 beautiful lilac-rose. Easily
 grown in water. 25c each; 3
 for 70c; 12 for \$2.50.

FREESIA. Giant Purity.
 Glistening white fragrant
 trumpet-shaped flowers borne
 in rows of bent stems. Freesias
 are the only bulbs that do not
 need to be put away to form
 roots. Just plant half a dozen
 of them in a five-inch pot and
 place in the sunny window of
 a fairly cool room. 6 for 20c;
 12 for 35c, postpaid.

GLADIOLI

Have you ever tried gladio-
 lus bulbs in the house? Plant
 them in pots early in Decem-
 ber, let them grow along
 slowly and naturally, and they
 will be in full bloom by early
 April. Our **Primulinus Hy-**
brids, coming in shades of
 primrose, apricot, buff, sal-
 mon, orange and pink, do
 especially well grown inside.
 We offer high-center bulbs
 colors only, 3 for 18c; 12 for



Primulinus Hybrids Gladioli
 selected for forcing, in mixed
 60c; 50 for \$2.00, postpaid.

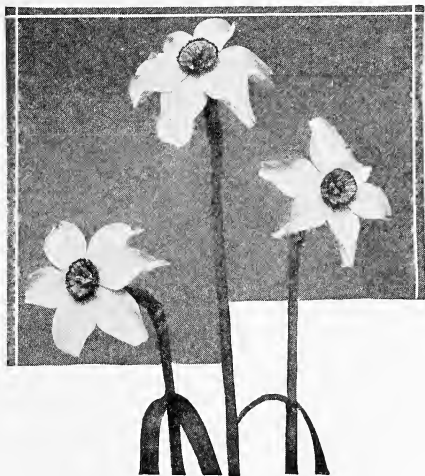
NARCISSUS OR DAFFODILS

Many consider the Narcissus or Daffodil the most important of the spring flowering bulbs. Coming into bloom two or three weeks before the earliest tulips, they open the real flower season. They are fresh and dainty, require no special care, are equally satisfactory as indoor or outdoor plants, and, left undisturbed in their garden nook will increase in size and beauty yearly.

OLDS' AMERICAN GROWN BULBS

The Federal Horticultural Board has prohibited the importation of all Narcissus and Daffodil bulbs from foreign countries.

They can be grown successfully in America, however, and in fact they are now produced in this country in large acreages. The quality of our American-grown bulbs is really better than that of the foreign bulbs so we are in reality better off than before.



Poet's Narcissus

Half dozens and fifties at dozen and hundred rates

	Postpaid	12	100
Poet's Narcissus. (Poeticus Ornatus). Perianth pure white with yellow cup edged red; very hardy, very early, and one of the best lawn varieties. Also, on account of its beauty, fragrance and ease of forcing, a favorite for indoor culture.....	\$0.75		\$6.50
Emperor. The largest and finest all-yellow narcissus with immense trumpet and broad petals of beautiful texture and color. Our most popular variety	1.15		7.50
Golden Spur. This is also a large-blossomed variety with both trumpet and perianth of golden-yellow, but it is very early and forces easily.....	1.15		7.50
Victoria. Trumpet deep yellow, large and frilled. Perianth creamy-white and broad. A beautiful daffodil	1.15		7.50
Von Sion. Double daffodil; star-like petals and long, yellow trumpet, filled with crimped yellow petals	1.15		7.50
Jonquil. A small-flowering type of narcissus, prized for the graceful, golden fragrant blossoms, and the ease with which they may be grown.....	.65		4.50
Olds' Daffodil Mixture. Large bulbs and fancy varieties80		6.00

OLDS' GIANT CROCUS

These bright and fascinating little flowers are the earliest of all. The snow has hardly disappeared before they thrust their pretty blossoms through the cold ground in answer to the first warm sunshine of spring.

Although showiest when massed in big beds or planted in rows of distinct colors, they are also very effective sprinkled over the lawn and among the trees and shrubbery.

Plant Crocus bulbs freely this fall. Sprinkle the lawn with them. They cost far less than any other bulbs and if left undisturbed, they will live for years and bloom each spring.

	Postpaid	12	100
We offer the following separate colors: White, Yellow, Blue and Striped	\$0.25		\$1.50
Mixed Colors20		1.35

HARDY PERENNIAL PLANTS

GOLDEN GLOW. Strong, hardy plants growing six to eight feet high and bearing a great profusion of double golden-yellow flowers throughout August and September. Very free bloomers, requiring no care whatever, living and increasing for years. As many as fifty golden blooms may frequently be counted on one plant. Each, 15c; 4 for 50c, postpaid.

FALSE DRAGONHEAD. A handsome midsummer flowering perennial forming large clumps, three to four feet high, bearing dense spikes of pink flowers of delicate but conspicuous beauty. Each, 20c; 3 for 50c; 12 for \$1.75, postpaid.



Oriental Poppy

ORIENTAL POPPY. For a dazzling display of rich and brilliant coloring no other flower can equal the vivid orange scarlets of the Oriental Poppies. Easily established if moved before October first and perfectly hardy. Each, 30c; 4 for \$1.00, postpaid.

AQUILEGIA (Columbine or Honeysuckle). One of the most graceful and dainty of hardy perennials with its delicately tinted bird-like blossoms on their slender stems, bowing and nodding in the breeze. The long-spurred flowers show shades of blue, mauve, cream, pink, red and yellow in a charming series of color blends. Well-rooted plants in mixed colors only. Each, 25c; 4 for 80c, postpaid.

GYPSOPHILA (Baby's Breath). An airy border plant bearing myriads of tiny white flowers. It is particularly prized for bouquet work, its feathery foliage and open form lighting up most pleasingly such flowers as Sweet Peas, Columbine, etc. In the garden, banks of it seem to reflect the soft white "cotton-wool" of summer clouds. We recommend it highly. Entirely hardy. Each, 25c; 4 for 80c, postpaid.

GAILLARDIA (Blanket Flower). One of the most satisfactory of all hardy perennials. The large brown center is surrounded by petals marked with concentric rings of brilliant crimson, scarlet, orange and vermilion. One of the few perennials which are always in blossom. Each, 20c; 3 for 50c; 12 for \$1.75, postpaid.

DAY LILY, Tawny. These well known flowers are among the more popular perennials. The large trumpet shaped flowers of coppery-orange, shaded red are carried on stems three or four feet tall, blooming profusely in July. Each, 20c; 3 for 50c; 12 for \$1.75, postpaid.

GOLD DUST LILY. Large, clear, yellow flowers in June. Each, 20c; 3 for 50c; 12 for \$1.75, postpaid.

SEDUM (Stone Crop). Much like the old-fashioned Live Forever, a perennial much used for planting in rock gardens or out-of-the-way places because it always remains fresh and green no matter what the weather is like.

Acre (Goldenmoss). Foliage green, flowers bright yellow. Dwarf, for rockery. 25c each; 12 for \$2.50.

Ewersii. Dull, rose-colored flowers and blue grey foliage. Trailing. 25c each; 12 for \$2.50.

MADONNA LILY. The Madonna Lily is as hardy as an oak and so far as we know it has no insect enemies. The blooms are large, glossy white and very fragrant. We have seen as many as 20 good blooms on a stalk all open at one time. The bulbs increase slowly, but should be transplanted every three or four years with their increase. They do well almost anywhere, and will respond to good treatment and frequent cultivation. Big bulbs ready for delivery in October and November, 50c each; \$5.00 per dozen, all postpaid.

HARDY PERENNIALS—Continued



Strong Plants, each 25c; 4 for 80c, postpaid; unless otherwise priced

PEACH BELLS. Somewhat similar to Canterbury Bells but perennial. They throw up a liberal number of flower spikes which are crowded with a profusion of good sized bells. We offer both blue and white.

CLOVE PINKS. Perfectly hardy and flowering continuously from spring until late fall if the flowers are removed when they begin to fade. Their spicy fragrance rivals their brilliant colors, varying from pure white to the richest crimson, many being beautifully striped and laced.

DELPHINIUM, Gold Medal Hybrid. (Larkspur.) Perhaps the most beautiful hardy plant in cultivation. Great pillars of bloom, sometimes 8 feet tall, of every shade of blue, and increasing in size and beauty yearly. **Each, 30c; 4 for \$1.00.**

DELPHINIUM, Belladonna. Sky blue. A continual bloomer. **Each, 30c; 4 for \$1.00.**

DELPHINIUM, English Hybrids. Very rare and beautiful. **Each 35c; 4 for \$1.20.**

BLEEDING HEART. Long drooping racemes of heart-shaped flowers. **Each, 75c; 4 for \$2.50.**

COREOPSIS. Sometimes called Yellow Daisy. Borne on numerous stems in great profusion nearly all summer.

DAISY, Chrysanthemum Latifolia. The most vigorous, hardiest, handsomest and altogether most satisfactory daisy. Does well in semi-shade.

Memorial. In bloom by Decoration Day.

Shasta. Burbank's great introduction. 4 to 5 inches across.

Giant. Great white daisies on swaying 4 foot stems.

PYRETHRUM (Persian Daisy). Very hardy and one of the choicest of the perennials. The fernlike foliage is attractive when the plants are not in bloom and the flowers ranging from pure white through shades of pink to deep crimson are beautiful on the plant also as cut flowers. They flower the last of May and through June. **25c each; 3 for 70c.**

DIGITALIS (Fox Glove). A biennial but renews itself from self-sown seed. Stately and dignified old-time flowers growing on tall stalks. The inflated, tubular blossoms are of very striking beauty.

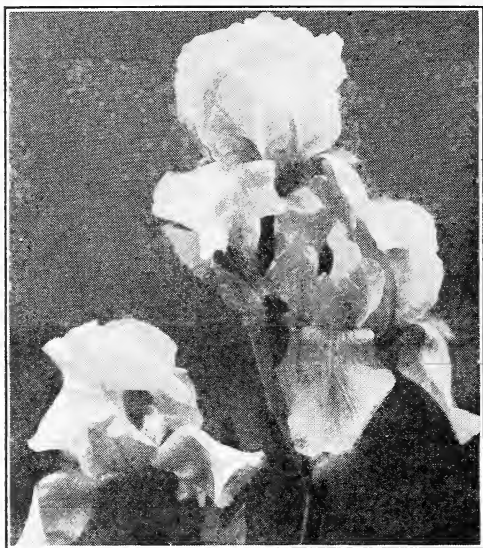
HOLLYHOCK. These stately old-time favorites, full of sentiment and of beauty, bear large, perfectly formed flowers in many lovely colors and shades.

LILY OF THE VALLEY. Sprays of drooping waxy-like, perfumed bells. Succeeds anywhere, but prefers shade. Spreads and increases yearly. Large clumps. **Each, 30c; 4 for \$1.00.**

PERENNIAL GARDEN COLLECTION. For those who desire a flower-bed that grows from year to year and needs no care, we have assembled this collection, which we can pack in quantities at a very moderate price. These are all standard varieties: **1 Oriental Poppy, 1 Delphinium, 1 Columbine, 1 Baby's Breath, 1 Coreopsis and 1 Gaillardia. 6 Hardy Plants for only \$1.00 postpaid.**

OLDS' IRIS

The Iris has long been a favorite among the list of flowers. Grandmother called them Flags and no homestead was considered complete without its Flags.



Sherwin Wright Iris

76%. **SHERWIN WRIGHT.** A vigorous, free-blooming, golden-yellow Iris, without markings or shadings. Each, 30c; 4 for \$1.00, postpaid.

We are offering this fall a few of the aristocratic sorts, believing that some of our folks will care to get a start of something a little better and yet varieties that are not clear out of reach as to price. They are easy to grow, multiplying rapidly.

MOTHER OF PEARL. Standards and falls pale bluish lavender with a faint creamy undertone. Large flowers of exceptional substance and perfect form on well branched stems. Vigorous in growth and producing its wonderful flowers freely; called "the perfect Iris." Each, \$1.00, postpaid.

96%. **LENT A. WILLIAMSON.** Standards erect, lavender violet, blended with yellow toward base; falls rich royal purple; beard yellow. Has been called an improved Alcazar, but is somewhat darker in color. Tall and large. Splendid strong grower and free bloomer. Considered by many the finest variety ever raised in America. Each, \$2.00, postpaid.

84%. **MONSIGNOR.** Rich satiny violet and purple crimson; large. Each, 35c, postpaid.

77%. **POCAHONTAS.** Very large, orchid-type flower, with elegantly frilled petals. Standards and falls pure white; standards faintly bordered pale blue. Has become exceedingly popular. Each, 60c, postpaid.

83%. **UTE CHIEF.** Standards light blue-violet; falls royal purple, heavily reticulated. Extra large; much like Alcazar. Each, 60c, postpaid.

OLDS' IRIS—Continued



Flavescens Iris

70%. **FLAVESCENS.** A delicate shade of soft yellow; one of the finest. Each, 15c; 4 for 50c, postpaid.

HONORABILIS. A golden yellow and rich mahogany brown. Each, 15c; 4 for 50c, postpaid.

84%. **RHEIN NIXE.** A charming Iris. Rich raspberry purple and white. Each, 25c; 4 for 90c, postpaid.

SILVER KING. Nearly white. Each, 15c; 4 for 50c, postpaid.



Mixed Iris

74%. **MADAM CHEREAU.** The stately, pure-white flowers are bordered and laced with brightest blue. Each, 25c; 4 for 90c, postpaid.

82%. **LOHENGRIN.** A rare and attractive shade of mauve pink, blending well with Silver King when the two are cut together. Each, 25c; 4 for 90c, postpaid.

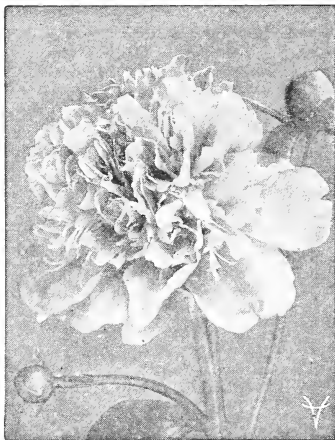
OLDS' MIXED IRIS. We have a large stock of exceptionally fine Iris roots. They are much larger and stronger than are usually offered, and the assortment is well balanced, consisting of many beautiful shades and tints. By planting this fall, you may have blossoms next season and many seasons thereafter. Have a row of color, permanent, hardy and beautiful.

Iris roots usually sell at from 20 to 50 cents each. We offer Olds' Mixed Iris, first size and first quality as follows: Each, 10c; 3 for 25c; 12 for 75c, postpaid. 100 for \$5.00, by express.

OLDS' PEONIES

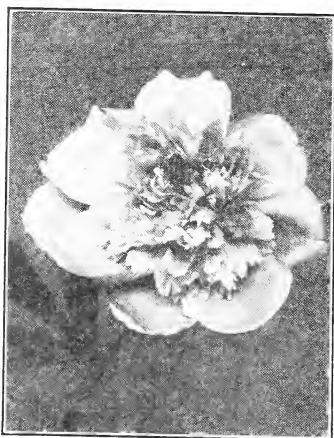
In Japan they call the Peony "The King of Flowers" and the splendor of its massively formed and richly colored blossoms would seem to justify the title. Hardy as an oak, doing equally well in sun or partial shade, it is worth growing for its wealth of ornamental foliage alone. The plants we offer are extra large divisions of three to five eyes each and will usually bloom the first spring. **ALL MAILED POSTPAID.**

It is a fact recognized by all expert growers that fall is the best time to transplant peonies, iris, phlox and the list commonly known as "Hardy Perennials." Some have even gone so far as to claim that transplanting should be done immediately after the blooming season is over; we do not advise this, but we have found fall planting very satisfactory and recommend it. Better plant in the spring, however, than not at all.



M. Jules Elie Peony

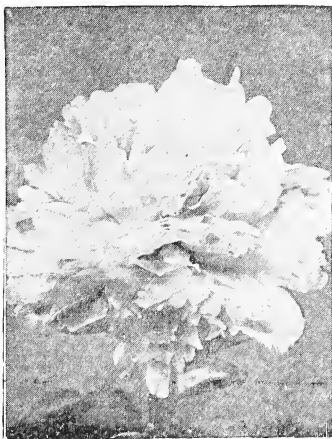
86%. **M. JULES ELIE.** This is considered the most beautiful of all peonies. The flowers are of immense size, globular in shape. The color is a glistening lilac-pink, shading to rose at the base. The whole flower is overlaid with a sheen of silver, sparkling like dew. One of the best for cut-flowers; a good keeper. Each, \$1.00; 3 for \$2.70.



Duchess De Nemours Peony

81%. **DUCHESS DE NEMOURS.** Crown type, pure white, with a sulphur white collar. An early variety. A very vigorous grower throwing clusters of fragrant bloom. One of the best whites. Each, 75c; 3 for \$1.90.

OLDS' PEONIES—Continued



Festiva Maxima Peony

93%. **FESTIVA MAXIMA.** Big, globular masses of pure white bloom, the inner petals slightly tinged with crimson. These handsome flowers are borne by tall, sturdy, branching plants of vigorous growth. Festiva Maxima is probably the most popular of all peonies and by many considered the most nearly perfect. Each, 75c; 3 for \$1.90.



Edulis Superba Peony

76%. **EDULIS SUPERBA.** A bright mauve-pink and lilac. Crown type, with large tuft of wide petals surrounding a few narrow petals in the extreme center of the bloom. Fragrant, extra early, and free blooming with strong flower stems. Each, 75c; 3 for \$1.90.

85%. **MONSIEUR DUPONT.** Ivory white, with a touch of primrose at base of the crimson-tipped center petals. Very large sweet-scented flowers of rose type. Late. A fine peony. Each, 75c; 3 for \$1.90.



P. N. P. FERN FOOD

A highly concentrated product containing all the elements essential in growing beautiful ferns. Will revive any fern that is failing and restore to deep green color. 1 oz. size, 10c; 4 oz. size, 25c, postpaid.

OLDS' PEONIES—Continued

PERCENTAGE OF RATING

The percentage of rating is set by the American Peony and Iris Society and the figures prefixing the variety names indicate the percentage of rating on varieties that have been submitted; not all varieties have been rated. Out of the many submitted, only 204 showed a rating of 80 % or better in 1921. It is very interesting and very instructive to keep in touch with the work of this society.

The higher priced varieties of peonies and iris we offer are grown by professionals and we guarantee safe and satisfactory arrival, but cannot replace if the development is not perfect.

99%. **LE CYGNE.** There is an increasing demand for better, higher-scoring and higher priced peonies and so we have decided to jump clear to the top and offer the highest scoring variety in the world, Le Cygne, 99%. The flowers are pure, milky white, large semi-rose type, fragrant, very erect, stiff stem, free blooming, mid-season, petals very much incurved. A perfectly wonderful variety, distinctly beautiful. **Each, \$12.00, postpaid.**

81%. **ASA GRAY.** Large rose type, lilac-pink with minute carmine dots throughout, mid-season, medium height, sturdy; a great favorite. This variety will keep longer as a cut flower than any variety with which we have experimented. **Each, \$2.00, postpaid.**

81%. **LIVINGSTON.** Large rose type; pale lilac-rose, silver tipped with carmine spots, late, tall, compact, free bloomer, slightly fragrant. **Each, \$1.50, postpaid.**

90%. **LONGFELLOW.** Bright, clear cherry red. This peony carries with it exceptional beauty. Is very tall and sturdy, always stands erect, mid-season, very symmetrical in appearance. **Each, \$7.50, postpaid.**

84%. **FELIX CROUSE.** Rich, even, ruby-red, one of the few red peonies showing no trace of purple or violet. Blooms in clusters. Probably the best red. **Each, 85c; 3 for \$2.35.**

LOUIS VAN HOUTTEL. Medium size, semi-rose type. The flowers are a deep carmine rose, tipped with silver and have a brilliant fiery reflex. Medium late. This is an excellent grower and should be in every yard. **Each, 75c; 3 for \$1.90.**

LA TULIPE. Very large flowers of a delicate blush-white, shading to ivory with red tulip markings on the outside of guard petals. This is the semi-rose type, very large and fragrant. **Each, 75c; 3 for \$1.90.**

88%. **KARL ROSENFELD.** This plant throws large clusters of dark crimson flowers; these are of the semi-rose type and have no odor. Plants are strong and healthy. This is one of the best for cut flowers, landscape or for florists. **Each, \$1.50; 3 for \$4.00.**

OFFICIANALIS RUBRA OR MAY KING. (Early Double.) This is the old-fashioned red so much used for Decoration Day. The most brilliant of all red peonies. Very early and a splendid cut-flower. **Each, \$1.00; 3 for \$2.50.**

MIXED PEONIES. We offer a fine lot of mixed roots to those who wish to use the unnamed sorts in large quantities for landscape work. These throw just as good a bloom as the named ones, but are not as valuable to the trade as they cannot be identified. **3 for 75c; 6 for \$1.40; 12 for \$2.75.**

LANDSCAPE PEONY MIXTURE

We also offer a Landscape Mixture in separate colors. This will enable you to do color blending, that is, work the colors around your shrubbery and house so that they harmonize with any foundation or background you may have. Please state in your order which colors you want. **Rich shades of Red, White or Pink. 3 for 85c; 6 for \$1.50; 12 for \$2.80.**

OLDS' PEONIES—Continued

If you are careful in your selection of varieties you may have Peony Blooms for a period of six weeks or more.

To aid you in this selection we have grown for you on our grounds at Home Acres, three varieties each of white, pink and red. One group of three colors for very early blooming, one group of three for mid-season and one group of three for late blooming. All of these you will find described in this catalog.

After years of experience and after having tested many varieties, we are now prepared to supply you with Peony roots of not only the choicest varieties, (without going into the aristocratic class) but with roots that are sturdy, clean and healthy, having five or more eyes each; in fact, they are almost small clumps, roots that will produce blooms the first year and do well for you indefinitely.

Our peonies are grown on peat soil and are much better on that account. The roots are larger than those grown on hard soil and they will produce more blooms and better blooms. **WE GUARANTEE THEM!**

Our Three Groups of Peonies

PEONIES—Early Blooming

Duchess de Nemours (White)	\$.75
Endulus Superba (Pink)75
Felix Crousse (Red)85
	<hr/>
	\$2.35

Special price one each of the above
three, postpaid \$2.00

PEONIES—Medium Blooming

Festiva Maxima (White)	\$.75
Mons. Jules Elie (Pink)	1.00
Karl Rosenfield (Red)	1.50
	<hr/>
	\$3.25

Special price one each of the above
three, postpaid \$2.90

PEONIES—Late Blooming

Coeur d' Or (White)	\$.75
Asa Gray (Pink)	2.00
Louis Van Houttei (Red)75
	<hr/>
	\$3.50

Special price one each of the above
three, postpaid \$3.15

Total for all \$8.05

Special sale price for above nine
varieties, postpaid \$7.00

STRAWBERRIES

Progressive Everbearing

The Progressive is a heavy producer, the flavor is excellent and the size is large. In addition to this it is a good shipper, consequently a good market variety, and it is a true Everbearing.

Our plants were never better than now. If planted under favorable conditions this fall, they will produce an enormous crop next year and the following year too; the fall crop is usually the best. **Prices post-paid: 25 plants for \$1.00; 100 plants for \$2.65. By Express; 1,000 plants for \$18.00; (500 at the thousand rate.)**

Annual Fruiting Varieties of Strawberries

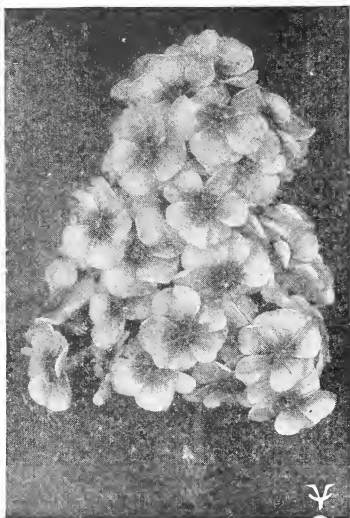
Aroma
Dr. Burrell

Warfield
Senator Dunlap

Prices of the above four varieties, postpaid: 25 plants for 45c; 100 plants for \$1.50. By Express. 1,000 plants for \$7.00; (500 at the thousand rate.)

OLDS' HARDY PHLOX

The Phlox thrives in almost any soil or location and blossoms through a long season in midsummer and for many years without care. Next to the Iris and Peony, it is the most useful hardy plant we have, filling in, as it does, the gap between the early summer and fall-blooming plants. It is also very useful for planting among beds of earlier blooming plants, such as poppies, peonies, etc., since it will endure the crowding of these plants in the early part of the season, and later send up its tall spikes of bloom continuing the color scheme after the spring flowers have gone.



Miss Lingard Phlox

MISS LINGARD. White with faint lilac eye. Free-blooming May to October. Choice plants, each, 30c; 4 for \$1.05.

One of our trade papers, The Florist's Review, of June 3, 1926, had the following to say regarding Miss Lingard:

"PHLOX, MISS LINGARD. Several previous references have been made to Miss Lingard, perhaps the best of all phloxes. It will soon be in flower and it blooms earlier and more persistently than any of the tall-growing phloxes. It has rich, shiny green foliage and is a better grower than any other member of the family. If restricted to but one variety, the writer would choose Miss Lingard. It is the only variety which forces well and is easily increased by cuttings, which are produced in great abundance on the stems during late summer and fall. These are best rooted in a coldframe in sandy soil, left there for the winter and planted out in spring. Clumps produced from cuttings rooted in September, 1924, are now carrying an average of fifteen shoots each. No other phlox will so quickly make a large clump and none is so good for cut flower purposes."

R. P. STRUTHERS. A smooth blending of rosy-carmine with salmon. Darker eye. Fine large truss. Our best seller. Each, 25c; 4 for 90c, postpaid.

SUNSET. Dark, rosy-pink. Each, 25c; 4 for 90c, postpaid.

SIEBOLD. Orange scarlet with red eye. Very fine. Each, 30c; 4 for \$1.00, postpaid.

RHEINLANDER. A salmon pink with red eye. Each, 25c; 4 for 90c, postpaid.

MRS. JENKINS. A pure white. Each, 25c; 4 for 90c, postpaid.

PANTHEON. A clear deep carmine pink. An excellent flower. Each, 25c; 4 for 90c, postpaid.

RYNSTROM. Deep pink, large flowers. Very tall. Each, 35c; 4 for 90c, postpaid.

WIDAR. Dark violet, tinted red with a white eye. A very beautiful and striking combination of colors. Each, 30c; 4 for \$1.00, postpaid.

MIXED PHLOX. An assortment of many good varieties in mixed colors. Specially fine for landscape or foundation plantings. 3 for 40c; 6 for 75c; 25 for \$3.25, postpaid.

HARDY FLOWER SEEDS

Hardy Flowers For Fall Planting

Plant these seeds any time now so they will get started before cold weather. It is better to cover the plants with a light mulch of straw as soon as the ground is frozen.

845 AQUILEGIA. Hardy Perennial (Columbine). Dainty, spurred flowers of many colors. Blooms during a long period. Pkt., 10c.

895 CANTERBURY BELLS. This is hardy. Mixed. Large bell-shaped flowers of blue and white. Pkt., 10c.

900 CARNATION. H. P. New Giant Marguerite. Spicy scented, double flowers two or three inches across. Pkt., 10c.

944 DAISY. H. P. Shasta. Large Pure White overlapping Petals. Pkt., 10c.

940 DAISY. H. P. Mixed. Pkt., 10c.

1017 DELPHINIUM. H. P. (Larkspur). Tall, old fashioned blue. Pkt., 10c.

957 DIANTHUS. H. P. (Clove Pink). Pkt., 10c.

958 DIGITALIS. H. P. (Foxglove). Pkt., 10c.

966 EVERLASTING. Double flowers for winter bouquets. Pkt., 10c.

986 GAILLARDIA. H. P. (Blanket Flower). Continual bloomer. Crimson, orange and scarlet marks on petals. Pkt., 5c.

1005 HOLLYHOCK. H. B. Grand old-fashioned flowers of red, pink and white and many other colors. Pkt., 10c.

1075 PANSIES. Olds' Giant Prize Mixed; and many others. Pkt., 25c.

1083 PANSIES. March-Flowering. P. These pansies are much favored, owing to the extreme hardiness of the plants and their early-flowering habit. They winter in the open ground, flowering early and in great profusion. Pkt., 15c.

1128 POPPY. H. P. Iceland Mixed. Blooms the first season. Brilliant colors. Fragrant. Pkt., 10c.

1128½ POPPY. H. P. Red Oriental. Tall, massive flowers 6 inches across with a conspicuous spot on each petal. Pkt., 10c.

1203 SWEET PEAS, Spencer's Mixed. Pkt., 5c; oz., 25c.

1300 SWEET WILLIAM. H. P. Mixed. Like annual pinks, loved for its brilliant and enduring flowers. Pkt., 10c.

1315 WALLFLOWER. P. Deliciously fragrant spring flower. Pkt., 10c.

VEGETABLE SEEDS FOR FALL PLANTING

Many vegetable seeds may be planted very late in the fall, late enough so that they will not germinate until spring. Cover about an inch deep. Mulch the ground when frozen so that it will remain frozen until spring and then uncover early. This plan will not always work. When it does you gain a great deal; when it does not, the loss is slight. We offer the following:

ONION:

285 Olds' Yellow Globe Danvers. Pkt., 10c.

287 Olds' Extra Large Red Wethersfield. Pkt., 10c.

292 Southport White Globe. Pkt., 10c.

RADISH:

373 Olds' Improved French Breakfast. Pkt., 5c.

377 Early Scarlet Globe. Pkt., 5c.

374 Olds' Twenty-Day. Pkt., 10c.

378½ Olds' Earliest White Forcing. Pkt., 5c.

LETTUCE:

232 Olds' Wayahead. Pkt., 10c.

220 Early Prizehead. Pkt., 5c.

222 Big Boston. Pkt., 10c.

ONION SETS. Yellow or Egyptian (commonly known as Winter Onions). Lb., 30c; 2 lbs., 55c; 4 lbs., \$1.00; postpaid. By express: 10 lbs., \$1.75; bu., \$3.25.



Wonderful Double Geranium "Fireball"

BRILLIANT-FLOWERED GERANIUMS

FIREBALL. Dark red. 25c each.
JEAN BLAUD. Rosy pink. Giant. 20c each.
LA FAVORITE. Bushy, white blooms. 20c each.
MRS. LAWRENCE. Satiny salmon pink. 20c each.
CARDINAL. Dazzling scarlet. 20c each.
FRANCES WILLARD. Exquisite pearl pink. 20c each.
SPECIAL. Any 3 of above Geraniums, 55c; the six for \$1.05.
PANSY GERANIUM. 50c each; 3 for \$1.25.

FANCY-LEAVED GERANIUMS

GOLDEN TRI-COLOR. 30c each.
SILVER LEAVED S. A. NUTT. 30c each.
HAPPY THOUGHT GERANIUM. 25c each; 3 for 60c.

SWEET-SCENTED GERANIUMS

Price, 25c each; 3 for 70c; 12 for \$2.40.
BALM. Lilac colored flowers.
LADY MARY. Nutmeg-scented; pink flowers.
CUT-LEAF ROSE. Used in making perfumes.



Snake Plant

SNAKE PLANT.

The ideal house plant, its thick, leathery, sword-like leaves standing the heat, dust and gas with impunity. Leaves are dark green in color, striped with white. Nice plants. 25c each; large plants, 60c.

All prices on this page include postage.



FLOWERING AND FRUITING ORANGE.

A true Orange, bearing masses of waxy-white fragrant blossoms followed by bright colored, very sweet fruit. Grown as easily as a Fern or Geranium. 25c each; large plants, 75c and \$1.25.

AMERICAN WONDER LEMON.

Fruit often weighs over 3 pounds. Excellent for lemonade, pies, etc. Blossoms very sweet-scented. Fruits at all stages of growth. 30c each; large plants, 75c and \$1.25 each.

WEeping LANTANA. Blooms winter and summer. Violet pink. 25c each; 3 for 60c.

ALBA PERFECTA. Pure white.

AURORA. Flowers clear pink.

RADIATION. Flowers crimson, changing yellow.

JACOB SCHULZ. Beautiful dark red.

TETHYS. Beautiful lemon yellow.

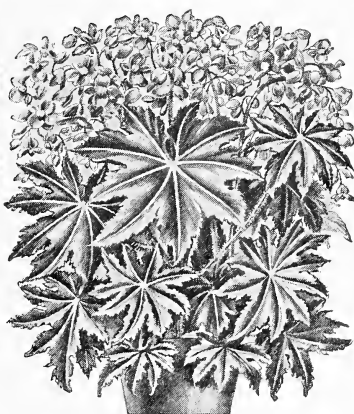
JAUNE d'OR. Variegated rose and yellow. Above, each, 25c.

SPECIAL. 1 each of above 7 Perpetual Blooming Lantanas for \$1.25.

OLDS' HOUSE PLANTS



Christmas Red Begonia.
25c each.



Star Begonia. 50 and 75c.



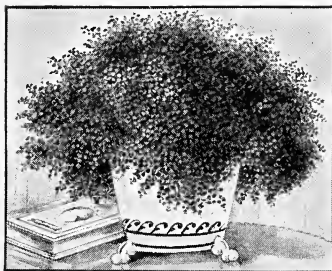
Watermelon Begonia

WATERMELON BEGONIA. (*Peperomia Variegata*.) Ornamental. Excellent for house, window or table. Variegated white and green, waxy-like—frosted silver. 30c each; 3 for 85c; 6 for \$1.60; 12 for \$2.85.

STAR BEGONIA. The leaf is very large—will average a foot or more in diameter, rich green, reddish markings; surface velvety. In bloom it is magnificent. Price, 50c and 75c.



Christmas Cactus



Baby Tears (Irish Moss)

BABY TEARS. (Irish Moss.) (*Helxine*.) A compact, dense growing plant with miniature leaves, similar to a fine moss. Of partially creeping or drooping tendency which adds much to its gracefulness. A most attractive plant for cool, damp corners out of doors or for shaded window boxes. Grows easily under living room conditions and likes a good, loamy, cool, damp soil. Nice plants, 35c each; 3 for \$1.00.

CHRISTMAS CACTUS. An early flowering crimson scarlet variety, with long drooping flowers, borne in great profusion. Grows with the greatest ease. Price, 40c and 60c.



Roosevelt Fern

FERNS

Price, 25c each; larger size 50c; extra large size, 75c and \$1.50. **CAMPACTA.** The ostrich plume fern. Fronds often over 8 inches wide.

BOSTON. Long drooping fronds. A fern that looks well anywhere.

ROOSEVELT. Dense massive fronds; erect in growth. Exceedingly graceful.

All prices on this page include postage.

OLDS' WINTER WHEAT

WISCONSIN PEDIGREE NO. 2

Hardest and Best Yields

Wisconsin Pedigree No. 2 Winter Wheat is one of the list of famous pedigree grains put out by the Wisconsin Experiment Station. It is from the well known Turkey Red and has all the good characteristics of that variety—hard red grains, bearded heads, vigorous growth and extreme hardness.

Hardest Wheat. After another year's experience Wisconsin Pedigree has still more firmly established itself as the **hardest of all winter wheats** for this section of the country.

Hard Grain. Wisconsin Pedigree No. 2 has fully retained its hard grain characteristic. After being grown for a number of years it is just as hard as the original Turkey Red.

As we write this page, July 20th, our fields of Wisconsin Pedigree No. 2 are indeed a beautiful sight. The Wheat is nearly ripe and ready for cutting. It stands thick and strong, nearly shoulder high and looks like **40 bushels per acre at least**. We would like to see a lot of farmers in Wisconsin and Illinois sowing this high yielding Pedigree Wheat. It should prove a money making crop.

Registered Stock

In addition to our regular stock of Wisconsin Pedigree No. 2 Winter Wheat we have this year "**Registered Stock**" to offer. This means that it was grown directly from "**Elite Seed**," or seed produced on the University Farm, is **Field Inspected, Entirely Free from Noxious Weeds, Free from Other Varieties and Other Grains, Bin Inspected, Well Cleaned and Graded and Shows a Purity Test of Not Less than 99.8 Per Cent.**

If you want absolutely pure wheat with the direct backing of the Wisconsin Experiment Association and Agricultural College order this "**Registered Stock.**"

Prices of Wisconsin Pedigree No. 2, Fall of 1927

Regular Stock: ½ pk., 40c; pk., 70c; bu., (60 lbs.) \$2.10; 2 bus. at \$2.05; 10 bus. at \$2.00; 25 bus., or over, at \$1.95. Bags extra at 30 cents each.

Registered Stock: ½ pk., 40c; pk., 75c; bu., \$2.35; 2 bus. at \$2.30; 10 bus. at \$2.25; 25 bus. or over, at \$2.20.

GLADDEN WINTER WHEAT

This variety comes from Ohio. It was named after the late Dr. Gladden, the famous preacher and divine. Was first sent out by the Ohio Experiment Station in 1918. It is a hard, red, bearded wheat much like Wisconsin Pedigree No. 2 in appearance but the kernels seem to be a little thicker and plumper and are very attractive in appearance.

We have grown Gladden here in Wisconsin now for 8 years. It is thoroughly acclimated and has proven hardy.

Prices: ½ pk., 40c; pk., 70c; bu., \$2.10; 2 bus., at \$2.05; 10 bus. at \$2.00; 25 bus. at \$1.95. Bags extra.

Note. Prices given on this page are freight prices and do not include postage. They are good until Sept. 1st. After that date ask for "Weekly Price List." We do not expect any changes in prices but reserve the right to change. Prices in fact may be lower. Cotton grain bags are extra at 30 cents each for all quantities greater than pecks. Samples free.

OLDS' WINTER RYE

WISCONSIN PEDIGREE WINTER RYE

Wisconsin is a great rye state. The agronomists at our Experiment Station realizing this have put a lot of thought and effort in the development of an improved strain of rye adapted to Wisconsin conditions. Wisconsin Pedigree is the result. Twelve years of careful breeding work were put upon it, the aim being to produce "Uniformity of kernel and high yield."

Wisconsin Pedigree has greatly outyielded common rye wherever sown and has given wonderfully satisfactory results. Its chief characteristics are—large, plump kernels, long heads, stiff straw, uniformity of appearance and heavy yield.

Prices: $\frac{1}{2}$ pk., 35c; pk., 60c; bu. (56 lbs.), \$1.75; 2 bus. at \$1.70; 10 bus. at \$1.65; 25 bus. or over at \$1.60. Bags extra at 30 cents.

ROSEN WINTER RYE

A very fine new variety of winter rye that is making a splendid showing wherever sown and proving much superior to other rye. Heads are long and kernels large and plump.

Rosen Rye comes originally from Michigan. Breeding work began on it there at the Michigan Agricultural College in 1909. For several years it has been the most popular rye in Michigan and is now quite generally grown over the whole state and Michigan is quite a rye state. From there its popularity has spread and many progressive farmers in Wisconsin and other states are sowing Rosen as they find it greatly outyields common rye. The Michigan College bulletin says that while 15 to 20 bushels per acre is about all a farmer can expect of common rye in an average year, 40 to 45 bushels per acre of Rosen are not uncommon yields.

Rosen has a stiff straw with large, long heads of plump grain.

Prices: $\frac{1}{2}$ pk., 35c; pk., 60c; bu., \$1.75; 2 bus. at \$1.70; 10 bus. at \$1.65; 25 bus. or over, at \$1.60. Bags extra.

SAND VETCH OR WINTER VETCH

(*Vicia Villosa*)

A valuable leguminous plant. Fall is the best time for sowing. Sow with rye in September or early October, 15 to 20 pounds of vetch and $\frac{1}{2}$ bushel rye per acre. Makes very fine fall and winter pasture and it can also be pastured in early spring. Then it can be plowed under or left for a hay crop if preferred. It not only makes the finest kind of feed, but it brings an immense amount of fertility to the soil. The seed we offer is fancy cockle free, American grown.

Prices: Lb., 30c; 5 lbs., \$1.35; 10 lbs., \$2.50; 100 lbs., \$18.50; 500 lbs. at \$18.25. Bags extra.

Note. Prices are good until Sept. 1st only. After that date ask for "Weekly Price List." Bags are extra at 30 cents each. Prices do not include postage.

OLDS' CLOVERS, ALFALFA, TIMOTHY, RED TOP, ETC.

The prices given below are good until Sept. 1st. After that date see our "Weekly Price List." These are all freight prices and do not include postage. Samples giving tests are free. Ask for samples of whatever you are interested in. Cotton grain bags are extra at 30 cents each.

MEDIUM CLOVER	Peck (15 lbs.)	Bu. (60 lbs.)	100 lbs.
Superb Brand.....	\$6.05	\$22.90	\$38.00
Old Gold Brand.....	5.90	22.30	37.00

MAMMOTH CLOVER			
Superb Brand	6.30	23.80	39.50
Old Gold Brand	6.15	23.20	38.50

ALSIKE CLOVER			
Superb Brand	5.10	19.30	32.00
Old Gold Brand	4.80	18.10	30.00
Lakes Brand	4.50	16.90	28.00

WHITE DUTCH CLOVER			
Superb Brand	6.75	25.50	42.00
Old Gold Brand	6.25	23.70	39.00

ALFALFA			
Hardy Montana, sealed bags.....	4.05	15.30	25.50
Hardy Dakota, sealed bags.....	4.05	15.30	25.50
Fancy Idaho	3.85	14.70	24.50
Fancy Utah	3.80	14.40	24.00
Fancy Kansas	3.75	14.10	23.50
Grimm, Cert. Ida., Blackfoot No. 1..	6.35	24.10	40.00
Canadian Variegated	4.85	18.40	30.50

Note. 500 pounds or over any of the above 50 cents per hundred pounds less.

SWEET CLOVER, White Hulled			
Common, Superb Brand, Scarified..	\$2.20	\$8.20	\$13.50
Common, Old Gold Brand, Scarified	2.15	8.05	13.25
Grundy County, Superb, Scarified..	2.30	8.35	13.75
Grundy County, Old Gold, Scarified	2.25	8.29	13.50
Yellow Blossom, Scarified.....	2.30	8.35	13.75

TIMOTHY	11¼ lbs.	45 lbs.	100 lbs.
Superb Brand	\$1.00	\$3.35	\$7.25
Old Gold Brand95	3.25	7.00

TIM. AND ALSIKE MIXED	1.55	5.75	12.50
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Note. 500 pounds or over timothy or sweet clover 25 cents per hundred pounds less.

Prices include sacks for the following:

	5 lbs.	10 lbs.	100 lbs.
KENTUCKY BLUE GRASS, 21 lb. seed..	\$1.75	\$3.00	\$25.00
FANCY RED TOP	1.75	3.00	25.00
CHEWING'S FESCUE	2.25	4.00	35.00
OLDS' PASTURE MIXTURE	1.25	2.25	20.00
OLDS' MEADOW MIXTURE	1.15	2.00	18.00
DWARF ESSEX RAPE90	1.50	8.50

Note. 500 pounds or over any of the above grasses, 50 cents per hundred pounds less.

The Improved Soil Inoculator, Nobbe-Hiltner Process

NITRAGIN

TRADE MARK REG D. DEC 6 1898 NO 37212

Restores and Maintains Soil Fertility

NITRAGIN, THE ORIGINAL SOIL INOCULATOR

The simplest and most profitable system of soil inoculation for all legumes. Granular in substance; easy to mix with seed. Packed in tins and sold on convenient bushel basis.

When ordering name the seed you wish to inoculate.

Culture A, for Alfalfa and Sweet Clover.

Culture B, for Medium, Mammoth and Alsike.

Culture C, for Vetch.

¼ bu. size, inoculates 15 lbs. seed, 40c; by mail, 45c.

½ bu. size, inoculates 30 lbs. seed, 60c; by mail, 65c.

1 bu. size, inoculates 60 lbs. seed, \$1.00; by mail, \$1.05.

5 bu. size, inoculates 300 lbs. seed, \$4.75; by mail, \$4.95.

OLDS' LAWN GRASS

We have made a study of high grade lawn grass and offer four very fine mixtures varying in price according to the amount of highest priced seed used. None of them contain Timothy and none are cheap mixtures. Our customers do not want the sort of worthless stuff that is offered in packages at many of the stores throughout the country.

Lower Prices. Kentucky Blue Grass and Red Top, the two grasses most largely used in all lawn mixtures, will be cheaper the coming year, thanks to abundant, large crops. Consequently we are able to materially reduce our prices on all lawn grass. Buy seed plentifully, therefore, and use it liberally. It always pays to use plenty of seed anyway, and now you do not need to skimp on account of the expense.

CULTURE:—Sow Lawn Grass at the rate of one pound for each 300 square feet, or not less than 100 pounds per acre. The seed may be sown any time from August 15 to September 20 and this is a splendid time to make a lawn. Have the soil thoroughly prepared. Use Vigoro, the new "Lawn Plant Food" for fertilizer. Every lawn, new or old, needs fertilizer. Many lawns need lime also. Ask for free booklet, "The Home Beautiful."

"The Beautiful Lawn," a 20 page illustrated book by Profs. Moore and Aust of the University of Wisconsin. Part I, "Making the Lawn," covers the matters of soil, seed, methods of seeding, etc. Part II, "Care of the Lawn," takes up mowing, fertilizing, weeds and their control, etc. **Price, 10c, postpaid** or free on request with every lawn grass order.

OLDS' MADISON PARKS LAWN GRASS



Olds' Madison Parks Lawn Grass is a very carefully prepared mixture of high grade, heavy seed, that has been used extensively for several years in the parks about Madison. The seed is composed of White Dutch Clover, Creeping Bent, Chewing's Fescue, Creeping Fescue, Fancy Red Top, Fancy Kentucky Blue Grass and others mixed in proper proportions. It is nearly all solid seed, heavy and expensive. The seeding in Tenney Park, Brittingham Park and Vilas Park here in Madison is all from this mixture and most of the new private lawns in Madison are from this seed. We recommend Madison Parks Lawn Grass as our best lawn mixture.

By mail: Lb., 55c; 3 lbs., \$1.60. By freight: Lb., 50c; 5 lbs., \$2.25; 10 lbs., \$4.00; 100 lbs., \$35.00.

OLDS' CAPITAL LAWN GRASS



Olds' Capital Lawn Grass is made up of substantially the same grasses and the same grades of seed that were used to make the beautiful Capital park lawn here in Madison. It is composed of solid heavy seed of the highest germination but contains no White Clover. We recommend it as satisfactory for all ordinary locations where proper care is taken in making the lawn and where a thick, luxuriant growth is desired, that will be uniform in appearance.

By mail: Lb., 50c; 3 lbs., \$1.45. By freight: Lb., 45c; 5 lbs., \$2.00; 10 lbs., \$3.50; 100 lbs., \$30.00.

OLDS' OLD GOLD LAWN GRASS



We have been making and selling Old Gold Lawn Grass for years and it has given general satisfaction to our customers. This mixture is less expensive than any of the others and will probably make a better showing the first year, although all right too for a permanent lasting growth. It contains no timothy.

By mail: Lb., 45c; 3 lbs., \$1.30. By freight: Lb., 40c; 5 lbs., \$1.75; 10 lbs., \$3.00; 100 lbs., \$25.00.

OLDS' SHADY PLACE LAWN GRASS



We have prepared this mixture very carefully for sowing under large trees and in other deeply shaded places where ordinary grasses do not succeed well. It is made up largely of rare and high-priced grasses such as Creeping Bent, Rough Stalked Meadow, Chewing's Fescue, etc.

By mail: Lb., 65c; 3 lbs., \$1.90. By freight: Lb., 60c; 5 lbs., \$2.75; 10 lbs., \$5.00; 100 lbs., \$45.00.

(All Lawn Grass prices include sacks. We use only the best grades of seed in all the mixtures.)

FERTILIZERS AND PLANT FOODS

VIGORO

Specially Prepared Plant Food.

VIGORO produces thick velvety lawns of a deep green color, flowers of rare beauty and luxuriant foliage; vegetables that are crisp and delicious in flavor; leafy shrubs and trees.

VIGORO is a scientific plant food giving the plant the necessary elements for maximum growth, beauty and productiveness. It has no unpleasant odor and is easy to apply. Instructions with each bag.

Prices, by freight: 5-lb. pkg., 50c; (by mail, 65c;) 25-lb. bag, \$1.75; 50-lb. bag, \$3.00; 100 lbs., \$5.00.



PULVERIZED SHEEP MANURE

A pure natural manure. Very rich in nitrogen, phosphoric acid and potash, the three essentials. No straw or other refuse as in crude manure. Splendid for lawns, greenhouse plants and fruit trees.

Prices, by freight: 1 lb., 15c; 5 lbs., 35c; 10 lbs., 45c; 25 lbs., 65c; 50 lbs., \$1.15; 100 lbs., \$2.00; 500 lbs., \$9.50; 1,000 lbs., \$18.50; 2,000 lbs., \$36.00.
(Folder, "The Ideal Fertilizer.")

ARCADIAN SULPHATE OF AMMONIA

A wonderful fertilizer for lawn, garden, or orchard. Guaranteed 25 1/4 per cent ammonia, highly concentrated, quick acting. One 2-lb. package of Arcadian contains as much nitrogen as 100 lbs. of stable manure. Full directions on package. Write for booklet.

Prices, by freight: 2-lb. pkg., 35c; 5-lb. bag, 65c; 10 lbs., \$1.10; 25 lbs., \$2.50; 50 lbs., \$3.50.



OYAMA PLANT FOOD

A Wonderful Japanese Discovery

OYAMA is fine for all kinds of plants, ferns, shrubs, roses, bulbs.

OYAMA contains 17% nitrogen. It keeps the soil rich but odorless. Highly concentrated, easily applied and economical to use. Never fails to produce wonderful results.

Prices: House Plant Size, makes 6 gallons, 25c; by mail, 30c. Garden Size, makes 32 gallons, \$1.00; by mail, \$1.10.

STIM-U-PLANT

An All-The-Year Fertilizer for House Plants.

STIM-U-PLANT comes in tablet form, odorless, very rich in essential plant foods. Simply insert tablet in soil near base of plant 2 or 3 times during season, or four tablets in a gallon of water.

Postpaid prices: 10 tablets, 15c; 30 tablets, 25c; 100 tablets, 75c; 1,000, \$3.50.



WATCH-EM-GROW PLANT FOOD

Are your house plants as nice and healthy as you wish them to be? If not, it may be because you are not feeding them "Watch-em-Grow" Plant Food. Contains just the right balance to feed and not stimulate them. Odorless, soluble, highly concentrated, quick-acting.

Large trial package, 10c, postpaid. Return empty package for 10c credit on large can. Big eight ounce can only 50c, postpaid.